

April 20, 1990

TO: All Store Managers - Valley Fair

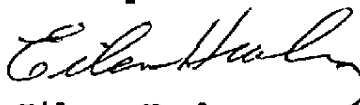
RE: Salem Box

R. J. Reynolds is proud to announce the release of its newest cigarette, Salem Box.

Eileen Healey has authorized R. J. Reynolds to place Salem Box on the carton and package fixtures in all Valley Fair locations.

As always, please give your R. J. Reynolds' Sales Representative your usual fine cooperation.

Thank you.



Eileen Healey

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